



## Workshop 3: Small Group Brainstorm

**Focus Area Name:** INCREASE WINDSOURCE

### Draft Goals:

What are 1-2 draft goals that could be achieved within 18 months in this focus area?  
(There will be time to refine this at the next workshop.)

**Example goal:** Reach 3,000 households within the next 18 months.

700 more customers  
100% 'r' usage per customer

CARBON IMPACT  
 $700 \times 100 \text{ kWh} \times 12 \times \text{yr}$

### Key Strategies:

What would be three key strategies to achieve the goal(s)? How could city policy support this focus area? *As you think through strategies, select one per person to follow-up on before Workshop 4.*

**Example strategy:** Distribute information through ecumenical organizations.

① promote a  
② campaign to increase usage + incentive

"Edina celebrity" ?  
Mayor  
Hockey Coach/Principal

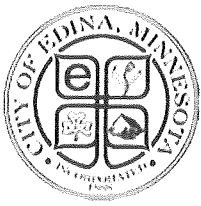
↓  
gift certificate  
to local  
restaurant

### Community Resources:

What are three key community resources available to support this focus area?

**Example resources:** Neighborhood/business associations, City website, etc.

Franchise fee → C&S Fund Capital → W.S. Fund



### Workshop 3: Small Group Brainstorm

**Focus Area Name:** RESIDENTIAL WINDSOURCES

#### Draft Goals:

What are 1-2 draft goals that could be achieved within 18 months in this focus area?  
(There will be time to refine this at the next workshop.)

**Example goal:** Reach 3,000 households within the next 18 months.

DOUBLE THE NUMBER OF UTILIZATION OF RESIDENTIAL WINDSOURCES  
IN 18 MO.

#### Key Strategies:

What would be three key strategies to achieve the goal(s)? How could city policy support this focus area? *As you think through strategies, select one per person to follow-up on before Workshop 4.*

**Example strategy:** Distribute information through ecumenical organizations.

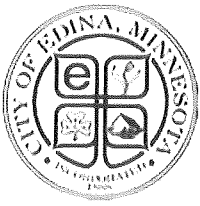
- ART FAIRER EXHIBIT - COMMUNITY JOINTS
- EDINA DIALOGUE - DIRECTED CAMPAIGN TO VARY
- VALENTINES DAY - OF USES.
- INFO CAMPAIGN - CITY INFO CAMPAIGN.
- USING CITY AS EXAMPLE
- LEISURE BUSINESS PARTNERSHIP TO PROMOTE INCORPORATING.

#### Community Resources:

What are three key community resources available to support this focus area?

**Example resources:** Neighborhood/business associations, City website, etc.

CITY COMMON CROWN  
WCT & HSOULTOZS GROUP



### Workshop 3: Small Group Brainstorm

**Focus Area Name:** RESIDENTIAL INFORMATION

#### Draft Goals:

What are 1-2 draft goals that could be achieved within 18 months in this focus area?  
(There will be time to refine this at the next workshop.)

**Example goal:** Reach 3,000 households within the next 18 months.

- 750 HOUSEHOLDS IMPROVED
- ~~REACH 3K PEOPLE~~ REDUCE/SAVE RESOURCES TO MEET THESE GOALS
- 500 PEOPLE HOT / YEAR

#### Key Strategies:

What would be three key strategies to achieve the goal(s)? How could city policy support this focus area? As you think through strategies, select one per person to follow-up on before Workshop 4.

**Example strategy:** Distribute information through ecumenical organizations.

REACH X PEOPLE PER YEAR

COMMUNICATE REDUCTION GOAL

LEVERAGE AVAILABLE COMM OUTLETS INC. CITY WEBSITE

NEXT DOOR, CITY PUBLICATION + COMMUNICATION VOUCHERS,

EXCEL ENERGY ENVELOPE, EXCEL TARGET EMAILS

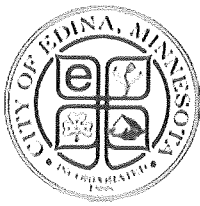
BASIC LINE + PROGRESS TRACKING TOOLS - HEAT MAP

#### Community Resources:

What are three key community resources available to support this focus area?

**Example resources:** Neighborhood/business associations, City website, etc.

RESOURCES AVAILABLE - XCEL WEBSITE  
- WIND SURVEY, SMART THERMOSTAT  
REBATES



### Workshop 3: Small Group Brainstorm

**Focus Area Name:** Schools & Service Learning

- 9 schools + 2 private
- 11 total (+1 Montessori)
- curriculum &
- passion project - paper on topic you believe in
- resource center

#### Draft Goals:

What are 1-2 draft goals that could be achieved within 18 months in this focus area?  
(There will be time to refine this at the next workshop.)

**Example goal:** Reach 3,000 households within the next 18 months.

- 1a) talk to 5 teachers to provide resources by August 17<sup>th</sup>
  - 1) - Reach 7<sup>th</sup> & 9<sup>th</sup> grade teachers in a similar fashion
- 2) Meet w/ JBR and Randy Smasal - Dir of teaching & learning and e-learning contact (Sarah Swenson)
- 3) Contact school personnel by May 1, w/ ~~curriculum~~ programs - deliver school year 2016/17

#### Key Strategies:

What would be three key strategies to achieve the goal(s)? How could city policy support this focus area? As you think through strategies, select one per person to follow-up on before Workshop 4.

**Example strategy:** Distribute information through ecumenical organizations.

- 1) Passion project - provide basic environmental to speakers for forum
- 2) Curriculum ~~sports association~~ - promote kit
  - Julie Bas Kim Rogers
- 3) Schools as communities
  - Project Earth
  - sports associations
  - School Competition
  - school-wide service project
  - "May-Term for all" high school

#### Community Resources:

What are three key community resources available to support this focus area?

**Example resources:** Neighborhood/business associations, City website, etc.

- 4) Meet w/ Superintendent of schools
- e-learning

#### Challenges

! => ~~Get~~ person in charge of Passion Project @ next meeting

- sustainability of Supporting Focus Area
- translating to actions that result in Carbon reduction
- develop list of materials they want